

# Service Quality in Public Sector Toward Surabaya Multi Media City (Case Study: Broadband Learning Center Services in Taman Prestasi, Surabaya City)

<sup>1</sup> Sri Muryani, <sup>2</sup> Prasasti Anjarwani, <sup>3</sup> Luluk Dwi Sasmita, <sup>4</sup> Wildan Taufik Raharja

<sup>1,2,3</sup> Student of Public Administration, Hang Tuah University, Surabaya, Indonesia

<sup>4</sup> Lecturer of Public Administration, Hang Tuah University, Surabaya Indonesia

E-mail: <sup>1</sup>yaniani272@ymail.com, <sup>2</sup>anjarwani25@gmail.com, <sup>3</sup>ldsasmitaa@gmail.com, <sup>4</sup>wildantraharja@gmail.com

## ABSTRACT

In order towards Surabaya Multi Media City, local government of Surabaya City launched Broadband Learning Center (BLC). It is one of Surabaya Local government's concerns to develop information and technology. Furthermore BLC is an effort to actualize the national goals, especially in order to educate the life of the nation and encourage the growth of innovations in education systems based on technology and information. In 2013, BLC was nominated in the FutureGov Awards in Thailand after successfully outperforming the advanced countries that have been favored in the field of information technology such as Singapore, Australia, China, Hong Kong and India. Based on reports on the number of visitors, there is a decrease in number of visitors at BLC from year to year. Furthermore, the facilities of BLC have not improved. It will be concern in this study to know the public service quality of BLC. The research problem is how the service quality of Broadband Learning Center in Taman Prestasi, Surabaya City.

The purpose of the research is to describe the service quality of Broadband Learning Center in Taman Prestasi, Surabaya City. To answer the research question, the study used public service quality theory that consist 5 components, named Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The research method was descriptive qualitative with case study research. Then the technique of data collection used observation, interviews and documentation. Furthermore, the technique of validity checking of the data used triangulation method. Data analysis technique used 6 stages of qualitative research based on data analysis approach consisted of managing and preparing data, reading the whole data, analyzing more details and recoding the data, applying the coding process, presenting the data, and interpreting data. Based on observation and analysis of data that have been interpreted by theories, the research can be inferred that the service quality of Broadband Learning Center is good, but there are some components that must be improved, especially components of tangible and empathy. In the tangible component, they have to improve facilities and infrastructures. then, component of empathy, they should training the instructor to serve more wholeheartedly.

**Keywords:** Public Service, Public Service Quality, Broadband Learning Center

## I. INTRODUCTION

Service quality of internal customers has an impact on external customers, although in many cases, employees might never have direct relationship with them by Safdar Nazeer [10]. The highest quality means the best satisfaction of consumers' preferences, Yarimoglu [4]. service quality in public sector has been traditional hierarchy system, they have to focus on customers like private sector, and receive customer-oriented innovation, Hsiao and Lin [3]. Service of public sector customer consists of all actions which is conducted by the organization to obtain customer satisfaction and help to acquire the most value products and services that have been purchased, Hadiyati [5].

Dimensions of service quality such as Tangibility, Reliability, Responsiveness, Empathy and Assurance significantly predict customer commitment

and trust, Lohani and Bhatia [8]. Tangible is the most important dimension in examining the level of service quality, expectation and perception of the external customers towards the Malaysian public services, Ilhaamie [1]. Dimension of reliability were the most critical area of improvement for the agency toward customer service quality in a public agency in Malaysia, Hashim, et al. [6]. Improvement in service quality can enhance customer loyalty and the service quality dimensions that play a significant role in this equation are reliability, empathy, and assurance at Bank in Penang, Malaysia, Kheng [7]. Service quality in Immigration Office in Indonesia, the lowest element of service is speed of service, Hadiyati [5].

Surabaya is the capital city of East Java with a fairly high population. The economic activity are mostly in the sector of trades, services, industry and transportation especially becoming the traffic congestion for the eastern part. As information and

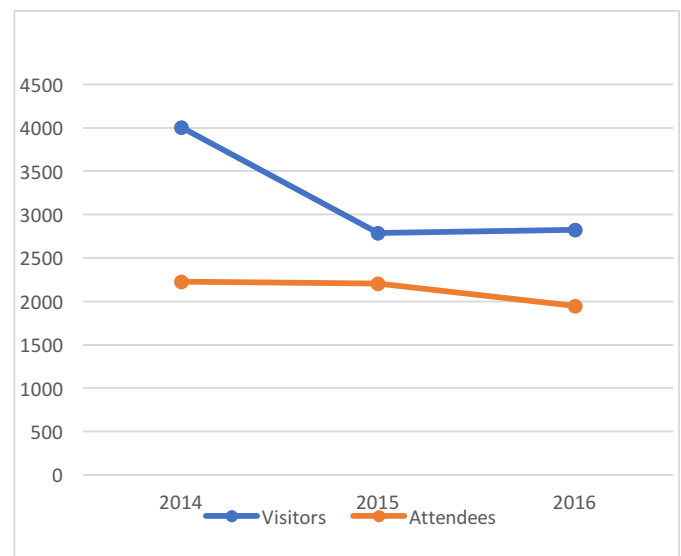
technology are developed, the economic activities of society also starts to utilize technology, especially in terms of marketing. In accordance with the Law of the Republic of Indonesia concerning Information and Electronic Transactions Number 11 of 2008 on Chapter II article 4 stated that: The utilization of Information Technology and Electronic Transactions is carried out in order to: a) educate the nation as part of the world information society; B) develop trade and national economy in order to improve the welfare of the people; C) improving the effectiveness and efficiency of public services; D) open the widest opportunity to any person to advance their thinking and ability in the field of use and utilization of Information Technology optimally and responsibly; And e) provide security, fairness and legal certainty for users and providers of Information Technology.

In order to realize the wants and needs of the people of Surabaya on the importance of learning resources in the learning activities, Surabaya City Government cooperates with PT Telkom Indonesia building "Broadband Learning Center" (BLC) in certain number of areas, one of them is in Taman Prestasi Surabaya. The BLC was built as a learning resource center to realize the importance of information technology and as an effort to accelerate towards Surabaya "Multi Media City".

Along with the innovation of public service through BLC, the Mayor of Surabaya Tri Rismaharini received an international award at Angsana Laguna Phuket, Thailand in a brief submitted through futuregov nomination, in the category "Data Center" which mentions that the Surabaya Municipal Government has conducted innovation, efficiency and superiority in the management of projects around the data center. But in the last 3 years, the use of BLC tends to decrease, this can be seen from the following table.

From the Figure 1, it can be seen that visitors of BLC at Taman Prestasi in the last three years tend to decline starting from 2014, BLC visitors were 4008 and decreased to 2787 in 2015. The decrease in the number of visitors also implicate the BLC participants, i.e in 2014 the number of participants in total of 2229 decreased to 2205 in 2015, and in 2016 it decreased to 1944. Based on the problem statement above then the formulation of the problem in this study is how id the quality of service BLC in Taman Prestasi Surabaya. Then the purpose of this study is to describe the quality of service provided by BLC in Taman Prestasi of Surabaya

Figure 1. Total of BLC Attendees and Visitors at Taman Prestasi



Source: Surabaya Information and Communication Departement

## II. THEORITICAL FRAMEWORK

AS. Moenir (2002) defines "service as an activity undertaken by a person or group of people on a particular basis where the level of satisfaction can only be felt by the person serving or served, depending on the service provider's ability to meet user expectations." Service is essentially a series of activities, Therefore the service process takes place on a regular and continuous basis, covering the entire life of the organization in society. The intended process is carried out in relation to the mutual fulfillment of needs between the recipient and the service provider.

The definition of public according to Inu Kencana Syafii'ie, et al (1999) is "A number of people who have correct and good togetherness thinking, feelings, expectations, attitudes and actions based on the values of the norms they have. Another sense comes from the opinion of the U.S. Moenir (1995) states that: "Public service is an effort made by a group or a person or bureaucracy to provide assistance to the community in order to achieve a certain goal".

Goetsch and Davis translated by Fandy Tjiptono makes the following definition of quality: "Quality is a dynamic condition associated with products, services, people, processes, and environments that meet or exceed expectations" (2001) According to Parasuraman A, Valarie A Zeithaml & Leonard L. Berry [9], there are several criteria that become the basis of consumer assessment of services such as:

- a. Direct evidence (tangible), including physical facilities, equipment, employees and means of communication.
- b. Reliability, namely the ability to provide services promised immediately, accurately and satisfactorily.
- c. Responsiveness, namely the desire of the staff to assist customers and provide responsiveness services.
- d. Assurance includes knowledge, skills and credibility of staff free from harm, risk and doubt.
- e. Empathy, encompassing the ease of communicating unique relationships, individual attention, understanding the needs of customers, Tjiptono [13]

### III. METHODOLOGY

This study uses paradigms or advocate assumptions of philosophy and participatory. The research, the researcher implements inductive study and focused on individual values. The research strategy used in this research is the case study. Robert K Yin [14] defines how a case study is a scientific study that investigates a phenomenon of unclear context.

Data is the result of typical events that are stated as facts in the form of measurement results. Data may be in a form of facts, numbers, graphs, and other forms that explain an idea, object, condition, and situation. The data in this research are primary data and secondary data. Primary data were obtained from interviews and observations, while secondary data were obtained through document search related to the study. Data collection was obtained through field observation, interviews, and documentation. Informants in the study were chosen purposively, meaning that individuals who become subjects were selected as needed. The activity of collecting research subjects began with observation in the research area. The main consideration determining informants, is the mastery of information and data that the researcher needed. The informants in this study is the community of BLC service users and BLC employees.

Then the data collection technique in the research was using observation, interviews and documentation. In order for a qualitative study to be accountable practically and scientifically, it is necessary to verify the validity of data, the technique of verification of soft data in this research is the method of modulating. While data analysis used 6 stages of qualitative research data approach consisting of managing and preparing data, reading the entire data, in-depth analysis and data coding, applying coding processes, presenting data, and interpreting data.

### IV. DISCUSSION

Broadband Learning Center is a free computer and internet learning tool for residents of Surabaya City as an effort to educate the life of the nation and encourage the growth of various innovations in the education system. The major changes that occur in the global environment requires Surabaya City Government to develop a more open, flexible, qualified and accessible education system to anyone who needs it regardless of age, gender, location, socio-economic conditions, and previous educational experience. In cooperation with PT Telkom Regional Division (Divre) V East Java, Surabaya City Government has established 23 BLC until 2015 and spread in the strategic point of public services in the city of Surabaya.

- a. Tangibles (physical evidence); Covering physical facilities, equipment, personnel and communication facilities and operational vehicles. Thus direct evidence / form is one of the most concrete indicators. Its forms are all facilities visible to users. In BLC Taman Prestasi, the government has provided sufficient and useful facilities. Facilities and infrastructure available at BLC Taman Prestasi have met good service standards, for example:

- 1) PC pentium 4 and its accessories are available 10 units
- 2) AC with good condition 2 units
- 3) White board 1 unit
- 4) Bookcase or other equipment 1 unit
- 5) Printer to print user works 1 unit
- 6) Dispenser and its contents 1 unit
- 7) Speaker located on each PC table
- 8) Lcd / Projector for learning 1 unit
- 9) Teaching Table 1 unit
- 10) Complete hygiene tools available
- 11) Clean and fragrant available toilets

There are two instructors available, who are also graduates from reputable universities, and graduates of appropriate majors. But the quality of facilities and infrastructure of the last 5 years there has been no renewal.

- b. Reliability; is the ability to provide promptly and satisfactorily promised service. According to Lovelock, reliability to perform the promised service dependably, this means doing it right, over a period of time. That is, reliability is the ability of companies to display promised services in a precise and consistent manner. Reliability can be interpreted to work properly until a certain time. The fulfillment of an appropriate and satisfactory service pledge includes the timeliness and competence in

responding to customer complaints and providing reasonable and accurate service.

In visitor service, the Instructor in charge of BLC Taman Prestasi is a graduate from the IT department, thus there is no doubt in comparing the ability and reliability when teaching applications to BLC Taman Prestasi users. There is a fairly clear schedule in BLC, so participants can choose the time correctly to attend courses at BLC. In its implementation, the training at BLC is in accordance with the available schedule. The consistency of schedules and materials in the training make the BLC user trust better

- c. Responsiveness; Including the Instructor's response attitude in providing needed services and can complete quickly. The speed of service provided is the responsiveness of the officers in providing services needed. This responsiveness is a consequence of the mind and mind shown to the user. Instructors in BLC Taman Prestasi is still said to not serve the visitors well. Just like when users are busy, causing the instructor to be less responsive when one or two people ask, because for the instructor the common interest is the precedence.
- d. Assurances; Including knowledge, competence, courtesy and credibility of the employee, free of danger, risk and doubt. Guarantees are the safeguards presented to the public to its citizens against the risks which, if they occur, will result in disruption in the normal life structure. Regarding protection guarantees through BLC Taman Prestasi, users who ride vehicle will certainly be safe even though the parking lot of the vehicle is very minimal. But with the parking attendant, users do not have to worry about the vehicles they ride, because it is certainly safe.
- e. Emphaty; Including ease of connecting, good communication and understanding of user needs. Empathy is individualized attention to customer. Empathy is a personal or individualized concern for the user by putting himself in the user's situation. In the sense of instructors assigned at BLC Park Achievement is less giving empathy to each user, because for the instructor the common interest is the main. Therefore instructors are less concerned about the needs, or needs of each individual. This is because of the number of instructors

## VI. CONCLUSION

The quality of community services is a very important factor and determines the success of public

service delivery. It is because the community is the customer of the products that they produce. Customer satisfaction implies an emotional judgment from the customer after they use a product, in which needs and wish is fulfilled.

Based on observation and analysis of data that have been interpreted by theories, the research can be inferred that the service quality of Broadband Learning Center is good. The quality of service provided by the instructor / employee of BLC at Taman Prestasi of Surabaya City is good enough to fulfill the excellent service. BLC Taman Prestasi can be regarded as one of the facilities provided by the government that meet the excellent service standards. But there are some components that must be improved, especially components of tangible and empathy. In the tangible component, they have to improve facilities and infrastructures. then, component of empathy, they should training the instructor to serve more wholeheartedly.

## REFERENCES

- [1] A. G. A. Ilhaamie, Service Quality in Malaysian Public Service: Some Findings, *International Journal of Trade, Economics and Finance*, Vol. 1, No. 1, June, 2010
- [2] Creswel, Jhon W. *Research design*. Yogyakarta: Pustaka Pelajar. 2013
- [3] Chih-Tung Hsiao and Jie-Shin Lin, A Study Of Service Quality In Public Sector, *International Journal of Electronic Business Management*, Vol. 6, No. 1, pp. 29-37, 2008
- [4] Emel Kursunluoglu Yarimoglu1, A Review on Dimensions of Service Quality Models, *Journal of Marketing Management*, June 2014, Vol. 2, No. 2, pp. 79
- [5] Ernani Hadiyati, Service Quality and Performance of Public Sector: Study on Immigration Office in Indonesia, *International Journal of Marketing Studies*; Vol. 6, No. 6; 2014
- [6] Hadzeri Hashim et.al, Customer Service Quality in A Public Agency in Malaysia: Towards A Customer- Focused Public Organization, *Australian Journal of Basic and Applied Sciences*, 5(9): 1777-1783, 2011
- [7] Lo Liang Kheng et al, The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia, *International Journal of Marketing Studies*, Vol. 2, No. 2; November 2010

- [8] Maya Basant Lohani and Pooja Bhatia, Assessment of Service Quality in Public and Private Sector Banks of India with Special Reference to Lucknow City, International Journal of Scientific and Research Publications, Volume 2, Issue 10, October 2012
- [9] Parasuraman A, et al. Berry,” Reassessment of Expectation As A Comparison Standart In Measuring Servive Quality: Implications For Futher Research”, Journal Of Marketing, Vol 58, 1994
- [10] Safdar Nazeer et al. Internal Service Quality and Job Performance: Does Job Satisfaction Mediate? Journal of Human Resources Management and Labor Studies March 2014, Vol. 2, No. 1, pp. 41-65
- [11] Strauss,A.,&Corbin,J. *Basic of Qualitative Research:Grounded theory procedures and Techniques*, Newbury Park,CA:Sage-Publications,Inc. 1990
- [12] Tjiptono, Fandi. *Manajemen Jasa*. Yogyakarta : PT. Andi, 1986.
- [13] Tjiptono, Fandi, 1997. *Prinsip-prinsip Total Quality Service*. Yogyakarta : PT. Andi
- [14] Yin, Robert K. Case Study Research: *Design and Methods Foruth Edition*. Londong : Sage Publication Inc, 2009.